



Brand standards document



## 1. Logo and title line

All marketing, advertizing, promotional materials – including business cards, signage, and stationary – must include the CURRENT Mining Association of Nova Scotia Logo. As outlined below, the logo must be used intact, without modification, rearrangement, addition or deletion.



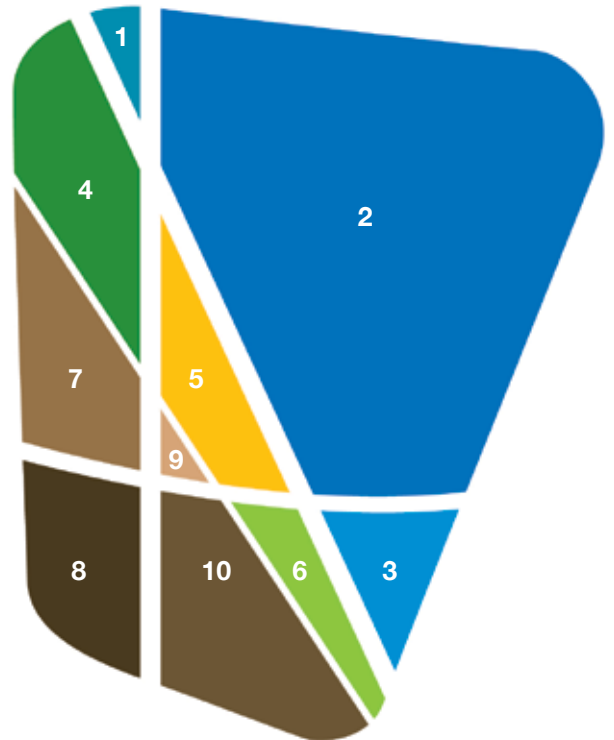
### Correct Use

The logo must be used with the correct colours and in the correct format. For maximum flexibility, two logo formats are available:

- with association name
- without association name

The logo Pantne and Process colours are:

- (1) blue 008EAF (C100, M25, Y25, K0)
- (2) blue 0071BC (C100, M50, Y0, K0)
- (3) blue 008FD4 (C100, M25, Y0, K0)
- (4) green 28903A (C75, M0, Y100, K25)
- (5) yellow FFC20E (C0, M25, Y100, K0)
- (6) green 8CC63F (C50, M0, Y100, K0)
- (7) brown 9673LL8 (C32, M48, Y76, K20)
- (8) brown 493AIE (C43, M52, Y80, K64)
- (9) brown D6A477 (C16, M37, Y58, K0)
- (10) brown 6C5635 (C43, M52, Y80, K38)
- black



### Options

For one colour applications, a black as well as a reverse version are available.

The logo graphic and text must always be sued together. TO avoid issues with legibility, the extended text “the mining as-sociation of nova scotia” should be omitted when the logo is presented at less than one inch in length.

Where the logo is used against a colour it is necessary to main-tain good contrast between the logo and the background to ensure readability. Ideally the logo is placed on a white back-ground.



## Incorrect Use

To preserve the integrity of the brand, do not modify or distort the proportions, colours, typefaces or elements of the logo.

- distorted proportions



- rearranged elements



- changed typeface



- altered colours



## Protected Space

A protected space should be left around the logo equal to 1/2 of the cap height of the MANS name. Positioning of the association name below the logo cannot be altered.



- denotes are of protected space around logo and theme line.

## MANS Font selection

All MANS documents should be produced following a set standard as it applies to the font selection, font size, weight and line spacing.

Templates are developed that direct the usage of layout and fonts should be used where possible. When templates are not available the following standard should be followed.

# TITLE LINE

# TITLE LINE

Title lines at the beginning of sections or documents are 22pt Arial Bold in either a brown\* or grey colour (grey is 76% black) using all capitals.

## HEADER 1

Main headers in documents after the title lines are Arial Bold 13pt in a blue colour\* using all capitals.

## Header 3

Secondary headers are 12 pt. Garamond in a blue colour\* upper and lower case letters.

## Body text

Body text in all documents should be Garamond regular 11pt with a minimum of 13pt spacing. In a Microsoft document this will be the equivalent to single spacing.

Double spacing between paragraphs with no indents.

\* note: the colours described relate to the outlined colours in the brand standards document.